



bazaar 2009 Rate Card

Total circulation 10,000 copies, free of charge.

bazaar is a lifestyle magazine for the young at heart. With a bi-lingual audience, our articles are in English or Arabic depending on what our many writers submit, and cover everything from what's on to the bizarre. **bazaar's** brand heritage is unique in Kuwait; having been established for over ten years, **bazaar** has emerged as one of the most influential magazines of the decade in Kuwait. **bazaar** is published every month (except August) and delivered free of charge to a large subscriber database as well as distributed free throughout Kuwait in over 200 retail, fashion and dining outlets.

bazaar readers:

Gender: Female 55% Male 45%
Nationality: Arab 65% Expat 35%
Age: 21 - 45
Education: Over 85% university graduates

2009 ADVERTISING RATES

Let **bazaar** do your work for you. Sit back and relax whilst we get your message across. If you want to reach hip professionals with high consumer power, then **bazaar** is the magazine for your advertisements.

Effective from January 2009. All prices are in Kuwaiti Dinars:

Inside page	KD 750
Double page spread	KD 1200
Outside Back Cover	KD 1500
IFC Spread	KD 1300
IBC	KD 1250
Stick-on (material provided by client)	KD 1250
Insert up to 8 pages	KD 2000

Single page: Trim size 31x26 cm / Bleed size: 31.5x26.5 cm
DPS: Trim size 31x52 cm / Bleed size: 31.5x52.5 cm

- CD and colour proof to be supplied by advertiser
- Material deadline – 22nd of each month
- General conditions: advertisers and their agencies shall assume full responsibility for advertisement copy and contents
- **bazaar** reserves the right to decline any advertisement deemed not suitable for print
- Full design of advertisement by **bazaar** (includes films and colour proof) is KD 450

Cancellation policy:

For inside pages: written notification at least 10 days before publication date.

For prime positioning: cancellation will not be accepted 30 days before publication date.

In case of cancellations not within our set parameters, a 50% charge will be billed to the client.